

Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the application.

Listing of Claims:

1 – 18 (canceled)

19. (new) A method of applying a pressure sensitive adhesive to a substrate; the method comprising:

providing a substrate;

applying a latent, over-tackified, adhesive to the substrate; and

applying a liquid plasticizing agent to activate the latent, over-tackified, adhesive to form a pressure sensitive adhesive.

20. (new) The method of claim 19 wherein applying the plasticizing agent occurs subsequent to applying the latent, over-tackified, adhesive.

21. (new) The method of claim 20 wherein the plasticizing agent is applied in selective regions to the latent, over-tackified, adhesive disposed on the substrate.

22. (new) The method of claim 19 wherein the latent, over-tackified, adhesive and the plasticizing agent are simultaneously applied to the substrate.

23. (new) The method of claim 19 wherein the plasticizing agent is non-volatile.

24. (new) The method of claim 19 wherein the plasticizing agent is non-reactive.

25. (new) The method of claim 19 wherein the latent, over-tackified, pressure sensitive adhesive comprises a natural rubber, synthetic rubber, styrene block copolymer, (meth)acrylic polymer, poly(alpha-olefin), or silicone.

26. (new) A method of adhering substrates together; the method comprising:
providing a first substrate;
applying a latent, over-tackified, adhesive to the first substrate; and
applying a liquid plasticizing agent to activate the latent, over-tackified,
adhesive to form a pressure sensitive adhesive; and
applying a second substrate to contact the pressure sensitive adhesive disposed
on the first substrate.
27. (new) The method of claim 26 wherein applying the plasticizing agent occurs
subsequent to applying the latent, over-tackified, adhesive.
28. (new) The method of claim 27 wherein the plasticizing agent is applied in
selective regions to the latent, over-tackified, adhesive disposed on the substrate.
29. (new) The method of claim 26 wherein the plasticizing agent is non-volatile.
30. (new) The method of claim 26 wherein the plasticizing agent is non-reactive.
31. (new) The method of claim 26 wherein the latent, over-tackified, pressure
sensitive adhesive comprises a natural rubber, synthetic rubber, styrene block
copolymer, (meth)acrylic polymer, poly(alpha-olefin), or silicone.
32. (new) An adhesive article prepared by the method of claim 19.
33. (new) The adhesive article of claim 32 which is in the form of a tape.
34. (new) A method of applying a pressure sensitive adhesive to a substrate; the
method comprising:
providing a substrate;
applying a latent, over-tackified, adhesive and a solid plasticizing agent
simultaneously to a substrate; and
applying heat to activate the latent, over-tackified, adhesive to form a pressure
sensitive adhesive.

35. (new) The method of claim 34 wherein the plasticizing agent is applied in selective regions to the latent, over-tackified, adhesive disposed on the substrate.
36. (new) The method of claim 35 wherein heat is applied in selective regions to the plasticizing agent and latent, over-tackified, adhesive disposed on the substrate.
37. (new) The method of claim 34 wherein the plasticizing agent is non-reactive.
38. (new) The method of claim 34 wherein the latent, over-tackified, pressure sensitive adhesive comprises a natural rubber, synthetic rubber, styrene block copolymer, (meth)acrylic polymer, poly(alpha-olefin), or silicone.
39. (new) A method of adhering substrates together; the method comprising:
 - providing a first substrate;
 - applying a latent, over-tackified, adhesive and a solid plasticizing agent simultaneously to a substrate;
 - applying heat to activate the latent, over-tackified, adhesive to form a pressure sensitive adhesive; and
 - applying a second substrate to contact the pressure sensitive adhesive disposed on the first substrate.
40. (new) The method of claim 39 wherein the plasticizing agent is applied in selective regions to the latent, over-tackified, adhesive disposed on the substrate.
41. (new) The method of claim 39 wherein the plasticizing agent is non-reactive.
42. (new) The method of claim 39 wherein the latent, over-tackified, pressure sensitive adhesive comprises a natural rubber, synthetic rubber, styrene block copolymer, (meth)acrylic polymer, poly(alpha-olefin), or silicone.
43. (new) An adhesive article prepared by the method of claim 34.
44. (new) The adhesive article of claim 43 which is in the form of a tape.